

Week	Dates	Topics	Items due and Quizzes	Reading from the text
1	9/4-9/7	Introduction to the course		
2	9/10-9/14	Why study persuasion?	Outline for radio commentary	Chapter 1
3	9/17-9/21	What constitutes persuasion?	Chapter 1 Quiz radio commentary due	Chapter 2
4	9/24-9/28	Credibility	Chapter 2 Quiz	Chapter 5
5	10/1-10/5	Communicator Characteristics and Persuasability	Chapter 5 Quiz debate 1	Chapter 6
6	10/8-10/12	Language and Persuasion	Chapter 6 Quiz	Chapter 8
7	10/15-10/19	Nonverbal Influence	Chapter 8 Quiz legal speech due	Chapter 9
8	10/22-10/26	Structuring and Ordering Persuasive Messages	Chapter 9 Quiz	Chapter 10
9	10/29-11/2	Using what we've learned so far	debate 2	
10	11/5-11/9	Compliance gaining	Chapter 10 Quiz	Chapter 11
11	11/12-11/16	Deception	Chapter 11 Quiz	Chapter 13
12	11/19-11/23		debate 3	
13	11/26-11/20	The ethics of persuasion	Chapter 13 Quiz	Chapter 16
14	12/3-12/7	esoteric forms of persuasion	Chapter 16 Quiz	Chapter 15
15	12/10-12/14		persuasive research speech due	
16	12/17-12/21			

Grading Rubric

Daily work/small assignments = 15%

Speeches and Debates = 40%

Quizzes = 35%

Final = 10%

Grades are update on eSis as frequently as possible. Please log in to check out assignments and missing assignments. Grades will also be posted in the classroom (using student identification numbers). Students and parents should not hesitate to contact the teacher if there are questions about grading.